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April 23, 1993

Mr. Jay Levergood
Scientific Atlanta, Inc.
4386 Park Drive
Norcross, GA 30093

RECEIVED

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FCC MAIL ROOM

Dear Jay,

It's good to hear about you again, and I thought perhaps this letter to you might get some results which will be helpful to both of us in trying to resolve the problem that exists between the Cable Industry and the suppliers of consumer products.

In passing, and of possible interest, I am finding things to be very frustrating in the past year or so when I try to contact Scientific Atlanta. For one thing, that electronic obstacle course which you call a Telephone System needs to be junked and you need to understand that your customers want to talk to people; they don't want to sit and listen to long recitations of telephone numbers and instructions, etc. After all, Jay, we have our work to do too, and we have our budget constraints. If we spend all of our time hanging on the phone trying to figure out how to get through that wall of yours, we can't afford to do much for our own businesses, can we?

Secondly, I have detected a very definite change for the worst in the attitude of the people that I have talked to. None seem to know anything and they are not able to tell us to whom we should be speaking. Many of the people that I know (except yourself, for which I am glad) have left Scientific Atlanta for some reason or other and are seeking their fortunes elsewhere! I don't know whether this is an indication of a problem with S.A., but I can assume so.

In the meantime, the people that I talk to feel free to do or not to do, as they see fit, the kind of things that (I think) they should be doing for their customers. In fact, one of your engineers, a person by the of "Sadiq" who works for a gentleman by the name of Himanshu Parikh went so far as to call me an unprintable and offensive name, because I kept insisting that it wasn't necessary for me to give him my whole life history, date of birth, color of eyes and hair, etc. in order to ask a few questions about your interdiction system (more about interdiction later, but first I have to get this problem off my mind and on yours). In order to make the contacts that I did (which I would have been better off without, perhaps) I had to call that 800 number of yours several times and go through that litany that people receive when they call your company.

Somehow or other there ought to be a better way to contact people at Scientific Atlanta without having to go through that process. I also got cut off two or three times, which didn't improve the atmosphere much.

Now, Jay, we can get into the matter which I had hoped I could handle in a much less complicated fashion. As a matter of fact, I wanted to mention also that I was unable to get much in the way of results by calling Mr. Paul Harr's office, after I had gone through the usual electronic obstacle litany and directory. No one was there who could discuss this interdiction product line with me, and that was when I decided to call your office to see if there is anybody

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in your organization that you know of who can carry on a reasonably intelligent conversation with me about your interdiction system.

For your introductory purposes, I have sent you a copy of the filing that I submitted to the FCC recently on that subject, plus a copy of a piece from one of the publications (regrettably, the name of the more-liberal local newspapers).

As you will see, it is my conviction that some sort of control system that stays outside the home is going to cause a whole lot of problems to be solved or to go away in this interface matter. If it is done properly, signals will be allowed to enter the home in the clear and all that will be needed is a plain-vanilla converter or two inside the home, unless the subscribers have cable-ready sets in-place (which most do).

The second benefit here has got to be cooling down of the heat that has been placed by the Cable Industry on anybody who makes a converter, in the name of "piracy." It is my personal opinion and experience that the piracy problem is nothing of the magnitude that the Cable Industry claims, and that much of this piracy is happening within the Cable Operator's organizations themselves. Third, pulling raids on legitimate businesses is illegal, won't work, and will backfire!

I have some experience in working with piracy cases. In my opinion, the rights of certain people are being violated. But that is not the subject of this letter, and I do, indeed, know that too much piracy exists.

I do not understand why the Cable Industry hasn't beaten a path to your door on interdiction. I understand why they didn't beat a path to TexScan's door, and I think it's almost criminal what TexScan did to Montgomery County and Tampa. While we're on that subject, another supplier of off-premises equipment is called TierGuard, originally introduced by my friend Robert V. C. Dickenson. There are some others around, including some things called "addressable wall taps," which were never going to work to being with.

As I have indicated in the attached filing, Cable Operators really don't want anything as simple as easy as "interdiction," or whatever it will be called, because Cable Operators make a whole lot of money by controlling and charging for devices that are inside the home: a monopolistic practice. In other words, here we have Cable Operators talking out of both sides of their mouths: (1) "We are having all kinds of compatibility problems with those unfriendly people over there in the consumer products area" and (2) "we are having a whole lot of problems with people pirating our services; but we sure want to put our expensive descramblers in the home so they can be tampered with." Shades of Carterfone!

What is really coming from the Cable Operators is "We don't want to lose the chance to rip off the customers for more cash by charging them, for example, \$5 a month for a remote control that might cost \$15 — probably less."

I was Chairman of the Broadcast Communications Committee of the EIA many years ago when we tried to bring these various parties together to talk about compatibility. They stayed away in droves. Each of them had their own axes to grind or fish to fry, or whatever you want to call

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it, and neither group thought the other was going to amount to very much and in one case (Sylvania TV), the design engineer removed the coaxial connection from the back of an \$800 TV set in order to save about \$1 in manufacturing cost.

I trust I make myself clear.

If you are so inclined, I would like to have you find someone in your organization that can be reasonably civil and cooperative in this matter to provide me with some information on your interdiction product line, and then perhaps to follow through with other data so that I can come to some kind of conclusion and write a letter to the FCC. If you wish to have someone in your organization co-author that piece, I would be delighted. I understand now that you may have filed already in this proceeding, and that's even better. I trust that I won't hurt your position

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I hope you will find these thoughts to be worthwhile, although this letter is quite long and I apologize for that.

Best regards,

A handwritten signature in cursive script, appearing to read "Page".

O. D. Page, P.E.

ODP/pg

Enc.

cc: FCC

P.S. Do you have enough influence with Chris Albano to get him to send me a price list? I do have a catalogue. Thank You

A small handwritten mark or signature, possibly initials, located at the end of the P.S. line.